PROJECT NUMBER: 2305
PROJECT TITLE: Flavor Development-Brand Modification-Menthol/Distinctive
PROJECT LEADER: H. M. Maxwell
PERIOD COVERED: February, 1988

I. ALTERNATIVE FLAVORS:

A. **Objective**: To identify and qualify alternative sources for several flavoring materials.

B. **Status**: Two alternate vendors of block licorice are currently being considered. Semi-works cigarettes were produced and rejected due to CI analytical results. They will be remade.

C. **Plans**:

Cigarette Remake	March, 1988

II. PROJECT MOOG:

A. **Objective**: To develop the expertise to produce cigarettes that are subjectively equivalent to Salem, Newport and Kool.

B. **Status**: The N-type POL's were remade and are in testing. Due to POL anomalies, K-type cigarettes are being reviewed. Semi-works cigarettes were requested to review blend subjectives and flavor modification, if necessary.

C. **Plans**:

N-type POL Results	March, 1988
K-type Semi-works Cigarettes	March, 1988

III. PROJECT FLEX:

A. **Objective**: For reasons of flexibility, economics and logistics, alternatives for fifteen PM flavors are being identified.

B. **Status**: Merit retesting, (POL and Walk in panel), is in progress. POL testing on Marlboro has been requested. Qualification of the remaining Flex flavors is in progress. Identification of replacements for some internationally procured Flex flavors is continuing. These samples are being accumulated by Operations Services.

C. **Plans**:

Complete Flex Flavors	March, 1988

2022162279

Source: https://www.industrydocuments.ucsf.edu/docs/mnxm0000

Complete Internationally Procured Flex Flavors	Indefinite
Replicate Merit POL	April, 1988
Marlboro POL	To Be Scheduled

IV. **PROJECT TRIM**:

A. **Objective**: To develop ultra slim product candidates with 17mm circumference.

B. **Status**: Assistance was rendered to Project Trim. Semi-works "Bond" type cigarettes were evaluated and found to be worthy of further testing. Menthol and nonmenthol cigarettes were produced for Ad/Pack testing.

V. **PROJECT LEVO**:

A. **Objective**: To determine the subjective differences between 100% Natural and 100% Synthetic menthol and to develop flavors to make them subjectively equivalent so that manufacturing would have complete flexibility to use them at any ratio.

B. **Status**: POL retesting of 100% natural vs. 100% synthetic menthol is scheduled. In-house testing is also scheduled.

Cigarettes for vendor qualification are being tested on the walk-in panel.

C. **Plans**:

POL Remake	March, 1988
Evaluation of Vendor Qualification Cigarettes	February/March, 1988

2022162280

Source: https://www.industrydocuments.ucsf.edu/docs/mnxm0000